AMERICA LEADER IN MOTOR INDUSTRY

Reeves Makes Optimistic Report to Automobile Chamber of Commerce.

holding membership in the National Au-tomobile Chamber of Commerce, My round of the plants included forty-two cities in eleven different States, from Massachusetts and Virginia in the east to Viscopsin and Missouri in the west.

"My report to the association shows that since 1900 the industry has not taken a backward step, not even during the business depression of 1997, while each year has seen substantial gains in the number of cars made and sold, with the figures for the last twelve months of more than 515,000 cars valued wholesale at more than \$485,000,000, exceeding the motor car production of the balance of the world by a wide margin.

S. D. Waldon, vice-president of the Packard Motor Car Company, and famous for his terrific driving of experimental cars in forework on new models, has repeatedly traversed all the motor trails to the Pacific coast, and pronounces the Lincoln Highway by all odds the shortest and best way to cross the continent.

For those harder adventurers who crave the experiences afforded by more taken a backward step, not even during

crave the experiences afforded by more "Offerings at the fifteenth annual autemobile show next month will astonish every one because of the extraording yvalues that will be offered. Keen competition has brought the price of cars of the straording yvalues that will be offered. Keen competition has brought the price of cars down to the lowest possible point, with attractions in the line of accessories and bedy equipment that were unheard of a few years ago. Trade throughout the country has been excellent considering conditions, and the makers as a class are in good shape. They have lost the experience of the strain of the state of the strain of the war on the other side.

To be sure there are some concern whe have not succeeded and others who have not succeeded and othe

best men and best cars have succeeded. Many have given up during the past few years, which has cleared the atmosphere the ultimate benefit of makers now

doing business.

"Michigan is still the leader, although many of the big car makers are in the fast, our members being located in forty-two cities in eleven different States, including New York, Pennsylvania, Vir-ginia, Massachusetts, Connecticut, New Jersey, Ohio, Indiana, Illinois, Michigan and Wisconsin.

"The automobile industry has grown to be third among the industries of the coun-PROGRESSION SINCE 1900

By ALFRED REEVES.

General Manager Automobile Chamber of Commerce.

"Skilled designing with efficient engineering and scientific manufacturing has made America the leader of the world in motor car building is the opinion I formed after a Western trip which completed travel during the last seven the tender of the present types. It is worth noting the industry last grown to the third among the industry last grown to the country occases the motor cars supplied a need and because offerings were of amazing value. With the decreasing prices and low cost of upkeep has come a greater number of people who could buy cars. It is an ideal position to know that everybody in the country wants an automobile. It is only a question of price.

"Prices would appear to be almost at the minimum point, provided quality is to be maintained. Materials and labor, which incidentally is 47 per cent, of the list price of the car, are most important in any manufactured article, and if skilled making and good materials are to continue in use there would appear to be small chance of any lower prices for cars pleted travel during the last seven months that carried me to the factories of all the ninety-three companies of all the ninety-three companies pletter membership in the National Actions membership in the National Actions membership in the National Actions and the ninety-three companies and the ninety-three companies are the present that the high priced cars continue in constant demand, although of course the greatest increases have been made in the

APPROVES LINCOLN HIGHWAY.

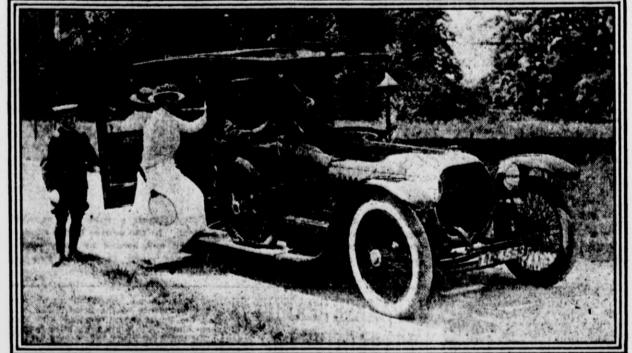
Waldon of the Packard Says It's Best Cross-Country Road,

sale at more than second to the balance of the motor car production of the balance of the world by a wide margin.

"Offerings at the fifteenth annual authority of the southwest tive word about the trails of the Southwest tive word about the trails of the Southwest."

Special Overland Brougham Body

A BRAND NEW CAR COMES TO AMERICA



of which for this country has just been got by Adams & Montant, the Lancia representatives. The picture shows Maxine Elliott entering her car, apparently about to dash to the tennis courts.

STEWART FAVORS THE SMALL BORE MOTOR

SIX YEAR GOODYEAR RECORD.

1914 Proves Best From Every Viewpoint.

Figures showing the tire production of the Goodyear Tre and Rubber Company for the past six years have recently been completed and sent to the trade, together with a chart showing, in the form of pictures of tires of different sizes, how the productions companied and sent to the trade, together with a chart showing, in the form of pictures of tires of different sizes, how the productions company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the officials of the company, has resigned, greatly to the regret of the doctors of the c

A FIREPROOF GARAGE.

Owner Finds the Steel "Prudential" Effective in Blaze,

let er which follows was re by the New York sales office of the C. D. Pruden Company, 20 Church street, makers of "Prudential" all steel portable from loss by fire that means car insurance at a very low figure: "On the 5th instant a fire occurred in

my garage partially destroying my auto-mobile and the damage would have been serious had it not been that your steel garage not only withstood the tremendous heat of the blazing oil and gasofen-being nearly shitisht, in a comparati short time the flames were smatlened. "The above experience speaks volt

and I cannot praise too highly your structures. As garages they are

vould state that the above is unso and that I deem it a duty, as well as a pleasure, to give this recommendation." This was signed by H. K. Walker, treasurer Croton Chemical Company, 14 Cedar street, New York, and dated December 15.

ROAD SIGN POSTING WORK.

Goodrich Company Busy Now on Washington-Atlanta Route.

The touring bureau of the B. F. Goodrich Company is now erecting guide posts from Washington to Atlanta on the highway being improved by the Departm of Agriculture. In many instances to of Agriculture. In many instances these signs are being erected under the personal supervision of the highway engineer, who

ADVICE TO DEALERS

LEE OLWELL GIVES

Problem.

By LEE OLWELL. Manager Chalmers Motor

dealer and in nine cases out of ten he tive business. proves himself as good or a better sales. Anderson has been with the Chalmers man than the dealer he talks with. Usu. for a number of years and has made ally he sells his old car to the highest

You are an automobile dealer. You are n business to sell motor cars. It's up to you to sell your customer an automobile. Do not let him sell one to you. When a man comes into your store with a second-hand car and starts right in to sell it to you—to tell you what a good car it is, to tell you all about its fine points and to try and get from you a greater. The Carteroar Company of Pontiac. The formal opening of the 1915 Salon Mich. announces for their exhibit at the in the grand ballroom of the Astor will and to try and get from you a greater. New York show only one style of chassis, take place next Saturday, at 1 o'clock, foi-

Ford "Copy" Runs to \$5,000,000

THE Ford Motor Company, carrying a regular weekly schedule of advertisement in 105 metropolitan newspapers and several hundred more smaller dailies and weekly and semi-monthly newspapers, has within a decade spent approximately \$5,000,000, or onesixth of the \$30,000,000 estimated as the investment of the entire motor car industry.

There were 500,000 Ford cars built up to the opening of the present fiscal year and more than 80,-000 have been added to the number since.

ANDERSON WITH HUPP: MOONEY HAS RESIGNED

halmers Man Takes Charge of Hupmobile Advertising, Following Changes There.

months past has been carrying a double responsibility with the Hupp Meter Car Company in the management of both the sales and advertising departments of that company, has resigned, greatly to the company, Les

Mooney entered the Hupmobile organization shortly after its inception. He continued in an advisory capacity in the advertising department until about four years ago, when he became advertising manager. Last spring he got charge of both the sales and advertising departments. The strain of handling both these departments told heavily upon him and heavily approximately the sales and a sale and the sales are sales as a sales are sales are sales as a sales are sal

Company.

Pretty nearly every man who has a used car to trade starts out to sell his old car. He shops around from dealer to dealer and in the carse out of ten he.

an enviable reputation as an adventising man. It is through the courtesy of the Chalmers Motor Company that he is permitted to leave in time to take charge

CARTERCAR TO EXHIBIT MODEL.

AUTO SHOW OPENING COMES ON SATURDAY

Fifteenth Annual National Display to Begin in the Afternoon.

83,500,000 IN EXHIBITS

Endeavoring to eclipse all former ef-forts the National Automobile Chamber of Commerce will open its fifteenth annual automobile show in Grand Central Palace next Saturday. The show com-mittee of the N. A. C. C. which has the onice of the N.A.C.C. which has he show in charge, consists of Col. George Pope, H. O. Smith, Wilfred C. Leland and S. A. Miles, manager, instead of opening at night the doors will be unlocked at 2 P. M., and at that time the Palace will reveal to the public the atest and best in motor car and accessory production.

Displays of goods conservatively valued

at more than \$3,500,000 will occupy the 150,000 square feet of floor space on the four floors of the huge building. About 50,000 more square feet of floor space is available this year than in pre-

There are 338 exhibits. Gasolene pleasure cars will be shown by eighty-one manufacturers, six companies will show manufacturers, six companies will show electric cars and thirteen will display motorcycles. The remaining 238 are makers of accessories. More than 400 complete cars will be shown. These will be found to range in price from 3295 to \$7,500. No commercial cars will be exhibited, but there will be a special information bureau for commercial vehicle manufacturers. manufacturers.

Following the custom of former years Wednesday, January 6, has been set aside as Society Day, upon which double admission will be charged. There will also be a Theatrical Day, Monday, January 4, when representative players will be guests of the management. During the week the National Automobile Chamber of Commerce will hold its annual banquet at the Walders Automobile. Waldorf-Astoria.

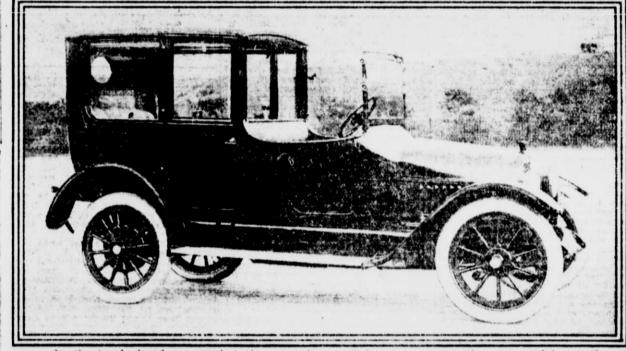
The exposition will remain open until Saturday, January 9. On January 3, the opening day, the doors will open at 2 P. M., and the other days at 10 A. M., with the exception of Sunday, when the building will remain closed.

SALON OPENING TOO

Will Precede by an Hour the Ma tional Show on Saturday.

The Automobile Salon, as the annual exhibition of foreign cars in New Fork is known, again has the honor of inaugurating an American automobile show senson. For the 1916 season, bowever, its margin of precedence is measured by an hour instead of a few days, as has been in other years.

Stearns Light Four Closed Cars Popular.



cently introduced Stearns-Knight light four chassis, the first Knight motored car to sell for less than \$2,000, Cars such as this, with the Fleetwood built body portrayed here, find a ready market, reports W. Arthur Lesser, manager of the local Stearns branch.

WILL BUILD MORE TRUCKS.

May Produce at Rate of Six a Day, Says Locomobile Head.

T Davis, president of the Locomobile

ears have given satisfaction, we are in

use a four cylinder motor, 41x6, and the pal of the school, will help any one find the operate the truck in the most economical manner possible," says Mr. Davis.

of the newspaper men who rode in it there to high praise of the machine. He rode around Prospect Park on a cold day, but that didn't call his enthusiasm at all apparently. It goes up a bill with all apparently. It goes up a hill with the same ease as a kitten licks up milk," he says. "It is about the tidiest craft that had been turned out by an auto-S T Davis, president of the Locomobile Company of America at Bridgepovt. Course says his company will increase its output of motor trucks to a very considerable extent.

"The demand for more trucks at the better quanty has increased noticeable," late, says Mr Davis. "Owing to a better market and to the fact that the trucks to it market and to the fact that the trucks to it market and to the fact that the trucks to it market and to the fact that the trucks to it market and to the fact that the trucks to it market and to the fact that the trucks to it market and to the fact that the trucks to it is a little history also of a wo family house in Flatbush."

Realizing that had been turned out by an automobile manufacturer in many a day. It looks like a \$1.500 car, curs like a \$5,000 car and costs less than the rent of a two family house in Flatbush."

Realizing that it was imperative to opid a car of their own the looks market and to the fact that the doesn turned out by an automobile manufacturer in many a day. It looks like a \$1.500 car, curs like a \$5,000 car and costs less than the rent of a two family house in Flatbush."

He has a little history also of how the Dodge Brothers car came to be lard. Realizing that it was imperative to opid a car of their own the looks like a \$1.500 car, curs like a \$1.500 ca You do not have a demonstration of Demonico steal. If you saw one at 1 cents a point you would buy it without question. So also with a Dedge car.

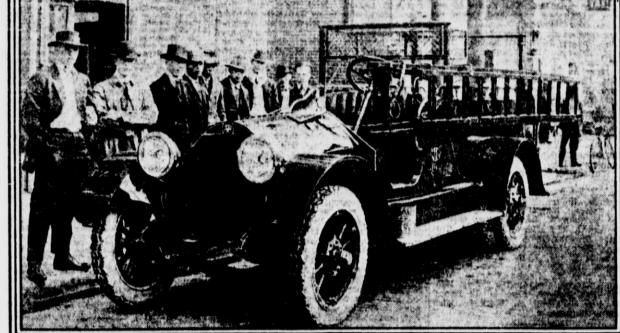
One lock at the mechine, one word sarding the price and out comes you

the same as in our touring car work. We do not believe there should be one maining facturing standard for a touring car and another for a truck."

The Locomobile truck models consist of a three ton truck and a four ton truck hoth emipped with worm drive, and the driver's seat located back of the motor. The five and six ton sizes are of the heavy duty type equipped with double side chain drive and chain cases, and the driver's seat placed over the motor, to give a maximum length of loading platform on minimum wheel base.

"They have four speed selective transmissions, coupled with engines of liberal bore and stroke. For example, in our three and four ton worm drive trucks, we use a four cylinder motor, 4½x6, and the

Nobby Treads on High Speed Fire Wagon.



Department, is, by recommendation of McFarlan engineers, equipped with Nobby Tread tires. It is capable of making 50 miles an hour under full load. This means reaching the furthest limit of protection in less than three minutes from the fre boute,

is the property of Elsie Janis. Special limousine, laudaulette and sedan bodies are made by Silver, who is the local distributer of Overland and Peerless cars.

alled with gratitude. my rounds I was forcibly impressed the readiness of car makers to to force special types, to furnish anything from one to to prove a sales sensation. rylinders and with conveniences and of a few years ago, While corts of the N. A. C. C. and its stones have resulted in a marked relization of fittings, connections are resulted in a marked relization of fittings, connections are nust go through our repair shops to insure its being put in absolutely perfect condition. The expense is less than one would imagine, as we deal only in high individual in his designing and grade cars which have been little used." engineering. Made in plants that equal of any in other lines of The appointment last week of J. M. uilding and unexcelled coach

he industry for the past twelve in the West Indies. forecasts as to the future of kept increasing their plants.

Accessory Men Will Eat.

The seventh annual banquet of the Motor and Accessory Manufacturers, which g up markets by proving the need remendously progressive and only the sued.

This is one of a number of styles of bodies designed and built for Overland chassis by Conover

Silver. Special effort has been directed toward the insuring of comfort and luxury. The car above

Of Arrentifies the former and showing a willingness to the former sheef shaft were useful forceast the former sheef shaft were useful forcers are being offered and the former sheef shaft were useful forcers are being offered and the former sheef shaft were useful for the supplement of the supplement

ber and showing a willingness to give and take at all times. Further evidence of this is shown by the plans now for an interchange of patent rights between the big makers in the N. A. C. C. The names of such leaders as Charles Clifton president of the N. A. C. C. and a score of other men who have been workers in trade organizations will always be recalled with gratitude.

The Standard Motor Truck Company must recognize the growing purple of Detroit has recently made E. B. Finch general sales manager. He will also assist the president of the company, A. Fisher, in supervising other branches. Mr. Finch spent fourteen years in the automobile industry, connected in executive capacities with such well known companies as Packard and Chalmers.

The Abbott Motor Car Company of Deto troit, Mich., has moved to its new location in the A. C. Krapp Company plant, corner of Lafayette and Meldrum streets. It is interesting to note that the first Bulck Corner. orner of Larayette and Meinrich arreas. It is interesting to note that the first Bulcki buying of automobiles. Our samply cars small or large, low tory. It is expected very shortly that and to high powered and seating two nouncements will be made of a new lightle passengers. They have been Abbott-Detroit "six" which is expected

American car to-day seems to Otero as the Oldsmobils representative for perfected and so simple that it the island of Cuba, with a location on erated by man, woman or child. Paseo de Marti at Havana, was one of nique designs, fine materials, two important recent developments in the adding and unexcelled coach campaign for foreign business which is accessories and conveniences being conducted by the Olds Motor Works. th accessories and conveniences being conducted by the Olds Motor Works. Conceivable type assure a conof prosperity in motor car of the island of Porto Rico to Fedrantoni, Sojo & Co., probably the best known importers of automobiles and accessories

Accessory Men Will Eat.

up markets by proving the need is one of the big annual social functions the of the modern vehicle and connected with the National Automobile show, will take place Wednesday evening, of themselves and their as-lawn to the most inconspicuous eral hundred invitations to members of orker. The business has been the association and others have been is-